



AMAZON^(a) MARKETING FOR 2022

**35 WAYS TO TAKE YOUR
AMAZON ECOMMERCE TO
THE NEXT LEVEL!**

NATIONAL POSITIONS | 2022

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AMAZON MARKETING FOR 2022

So, you have decided that Amazon needs to be part of your success playbook. Well, you have come to the right place!

With nearly 20 years of building strategies and watching trends in digital marketing world, we agree that Amazon is not to be overlooked.

We have not only helped our clients sell tens of millions worth of their products on Amazon - but we have saved them hundreds of thousands of ad dollars in the process. What is the secret of our success? Staying strategic.

As with all other marketing channels, the complex world of Amazon can be concored with the proper strategy, testing, and optimizations.

Consumer behavior has been shifting heavily to Amazon purchasing over the past couple of years, and this trend is not going away any time soon. So, as we settle into 2022, we figured why share some of our insights so brands like yours that are considering Amazon, have a clearer pathway for success.

So if you are ready to get to work, we are ready to help. Lets dive in!



35 WAYS TO TAKE YOUR AMAZON ECOMMERCE TO THE NEXT LEVEL!

“MUST KNOW” AMAZON METRICS FOR 2022

We know you have heard all the basic facts like “Amazon is the USA's largest ecommerce retailer.” So, we are aiming to steer clear of commonly known stuff, and instead, digging into something meatier for you to chew on.

Strap in and get ready for some facts and figures about Amazon you might not have known about...until now.

1. THE US LOVES AMAZON PRIME

Those of us in the US who use the internet definitely have an affinity for Amazon Prime.

As of June 2020, **over 80%** of those aged 18-34, **nearly 70%** of those aged 35-54, and **60%** of those 55-plus had Prime memberships.

Furthermore, by the end of 2022, an estimated **76.6 million people** in the US will have Amazon Prime—an increase of 10 million from 2019.



2. PRIME MEMBERS SHOP MORE

In a survey by Feedvisor, they wanted to see if being a Prime Member had any correlation to the frequency of **ecommerce purchasing**—and boy, did it.

Comparing non-members to members, **13% of non-members** report buying products online at least weekly, whereas nearly **50% of Prime Members** said they make purchases weekly (if not daily).



3. IT'S NOT ALL ABOUT FREE SHIPPING



A study from *Statista* showing the top reasons that ecommerce customers use Amazon uncovered far more than just free shipping as a driving factor.

In fact, the number one reason customers prefer Amazon—**raking in 66%**—was product availability.

So, as supply chain shortages continue to impact many retail locations in the US, many have been turning to Amazon to fill in the gaps.

4. SMB'S RULE AMAZON



One thing that is nearly impossible for smaller brands to do is compete with the big-name brands in the retail space.

But on Amazon, this is a different story. In fact, 60% of sales on Amazon have been attributed to small- and medium-sized businesses on the platform.

Amazon offers an opportunity for these SMBs to expand beyond the walls of their local geographics and take their products to the masses.

5. THE PANDEMIC HAS DRIVEN GROWTH



When the pandemic began in 2020, it was an explosive year of over 32% growth for US ecommerce.

The trend continued in 2021, adding nearly another 10% to this number.

But since 2020, Amazon has added over 200 million Prime Members, indicating that this ecommerce shopping shift is not a temporary "trend."

6. MOBILE AMAZON SHOPPING IS HUGE

Notice we said “**shopping**” is huge. We didn’t say “purchasing.” Mobile is key to Amazon’s success for one very important reason.

Customers can **search and compare anytime**—even when they are perusing in physical retail locations.

Around **80%** of Amazon browsing starts on a mobile device, but nearly **70%** of purchases are done on desktop. So, mobile is influencing purchase decisions, but our trusty desktops are still closing the deal.



7. AMAZON ATTRACTS HIGHER EARNERS

As of 2021, Walmart was outpacing the growth of Amazon by nearly 5x.

Amazon still trumps Walmart in overall numbers and users, but Walmart is not slowing down. Now one consideration is not only the volume of customers on Amazon **but also the profit potential.**

The average household income for Amazon shoppers is just shy of **85k**, compared to Walmart.com’s customer base where the household income is roughly **76k.**



8. AMAZON ADS MAKE AN IMPACT

Because customers are already primed to make a purchase, using Amazon ads to help you stand out can (and does) make a huge difference.

According to Serpwatch, **43% of customers** click on ads linking to Amazon products, but not just on Amazon.

76% of customers noted that they saw these ads from a direct Google search. So, Amazon advertising makes a difference—**both on and off the platform.**



9. ON AMAZON, HOME IS WHERE THE HEART IS



While purchasing has had some wild swings over the past two years, products for the home are getting the lion's share of attention.

By early **2021**, outdoor furniture sales had nearly doubled, and products related to grilling were up **70%**.

There has also been a massive rise in event and party supplies as well as Amazon wedding registry items.

And it's not just about the buyers. Businesses providing home and kitchen products account for **40% of all Amazon sellers**.

10. LOOKING FOR LTV? AMAZON'S GOT THAT TOO



Amazon has dialed in the user experience for shoppers, and about **90% of customers** say they will purchase on Amazon because they trust the shopping experience.

It is estimated that Prime shoppers spend nearly **\$2,000 annually** on Amazon's platform, up from around **\$1,400** in 2019.

So, when it comes to attracting customers and encouraging repeat purchases, Amazon definitely has the buying power.

This is just a taste of all the benefits your brand can take advantage of when it comes to Amazon. Are there cost considerations and strategies you need to consider? Absolutely.

But the question really comes down to opportunity. Is the opportunity worth the return? If done the right way, we believe it is.



ADVERTISING STRATEGIES ON AMAZON

Amazon is (currently) the undisputed leader when it comes to moving your products online.

Of course you can sell directly from your site or via a multitude of other ecommerce marketplaces, but with Amazon being the indisputable go-to for most consumers, it is nearly impossible to ignore.

Furthermore, if you are new to the Amazon ecosystem, it can feel daunting to set up, stand out, and gain traction purely from an organic search standpoint. Enter: **Amazon advertising**.

The opportunities available on Amazon are amazing. However, the level of competition is also somewhat breathtaking as more sellers are leveraging Amazon each and every day.

Advertising on Amazon isn't just about a few one-and-done sales. You can also boost visibility, build brand recognition, build up your bank of positive reviews, and much more.

This additional "juice" that Amazon advertising can help facilitate will have a positive effect on your organic product listings as your Amazon standing matures.

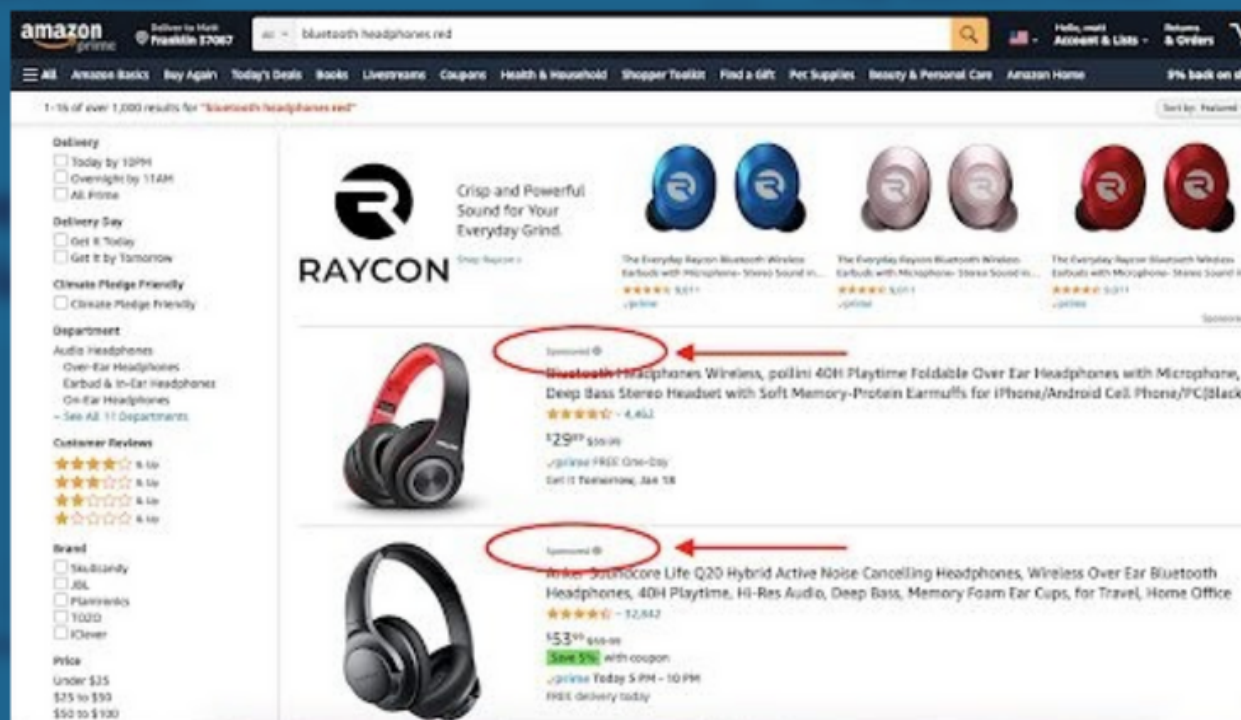


11. SPONSORED PRODUCTS ADS

These ads function on a pay-per-click (PPC) basis much like Google Ads. They are **designed to show up in the shopping results** as well as product pages, meaning that they will show up on product detail pages as well as in organic search results.

They are also known to pull in pretty **impressive conversion rates, hovering around 10%**, which isn't too shabby.

These Sponsored Products ads appear more like organic results even though they are actually placed above the organic results and are indicated as "sponsored" as you can see here.

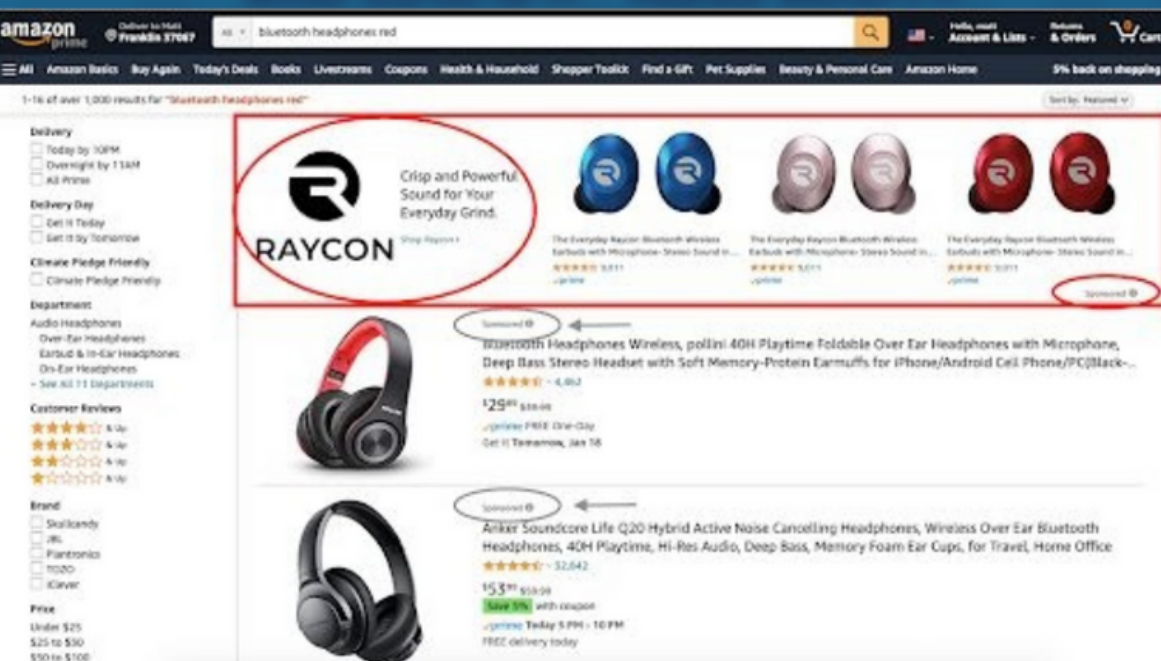


12. SPONSORED BRAND ADS

Moving products is great, but maybe you have an **entire product line** that needs some attention.

Well, Amazon Sponsored Brands ads might be just what you are looking for. Now you have the flexibility of providing potential customers with custom landing pages or simply taking them directly to your Amazon Brand Store.

So, if you get a click using a Sponsored Brands ad, it really does become all about you...well...your brand.



You might also notice (as seen above) that your Sponsored Brands ads take up far more real estate across the top of the page than Sponsored Products ads do!

So, not only do you show up above the organic listings but you show above the Sponsored Products ads as well.

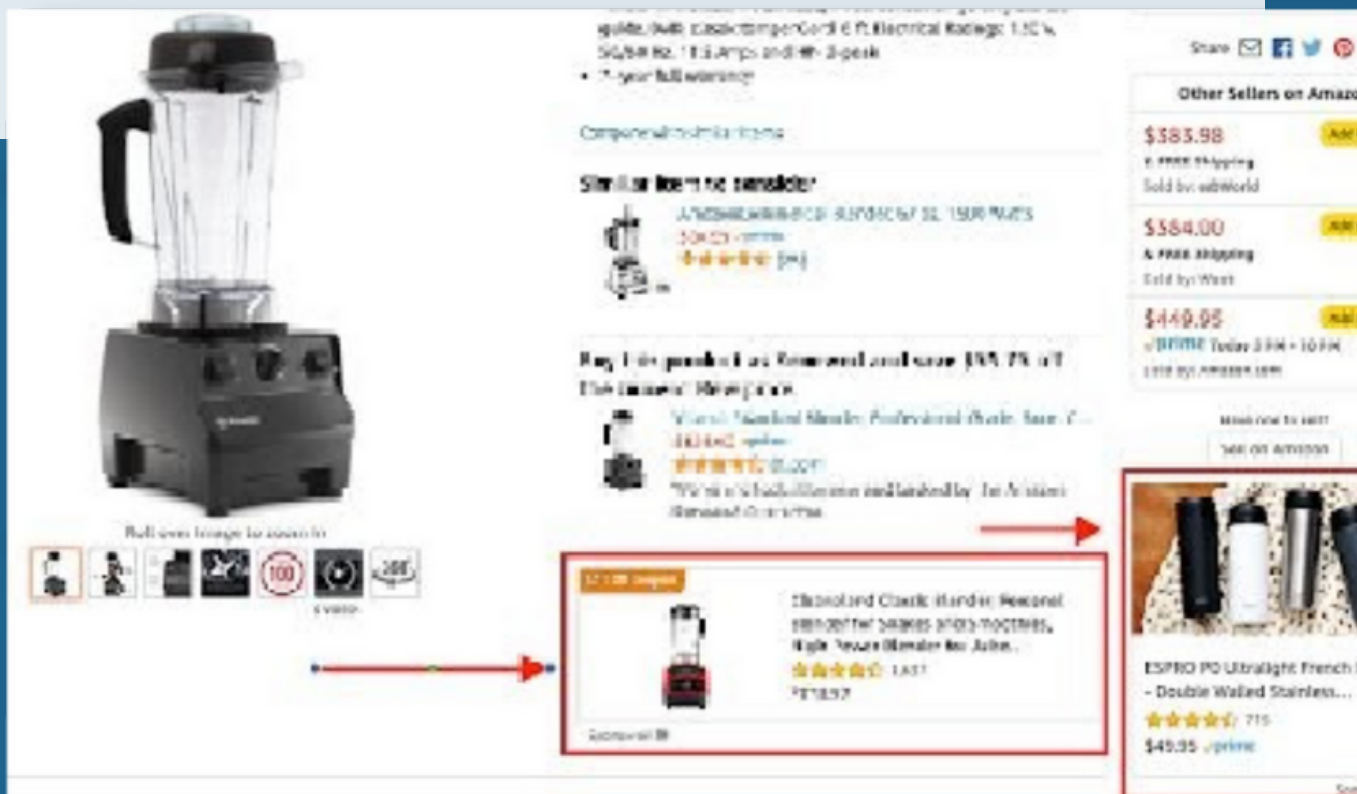
13. SPONSORED DISPLAY ADS

If you have ever used paid media via Google or Facebook, you are likely familiar with the concept of **“remarketing” or “retargeting”**—the idea of bringing those “warmer” customers that have looked at your brand or products before coming back for another look.

There are countless reasons that a customer may have passed you by the first time, but a Sponsored Display ad is your opportunity to remarket and re-engage these customers.

You have the extra added benefit of showing these ads both on and off Amazon as well.

In short, you now have the ability to retarget customers who have viewed your product listing in the *past 30 days, similar categories or products, or customers based on their previous shopping behaviors or product interest.*



14. AMAZON AUDIO ADS

Now we are getting to some of the ad types you may have never considered, but there is a reason that **Amazon spearheaded the audio assistant revolution** a few years ago.

That's right—if you have ever thought about those ads that trickle in through Alexa-enabled devices between songs or in between podcast episodes, you have experienced one of **Amazon's audio ads**.

Now we know that this may not be everyone's cup of tea, but it is worth hearing what Amazon has to say.



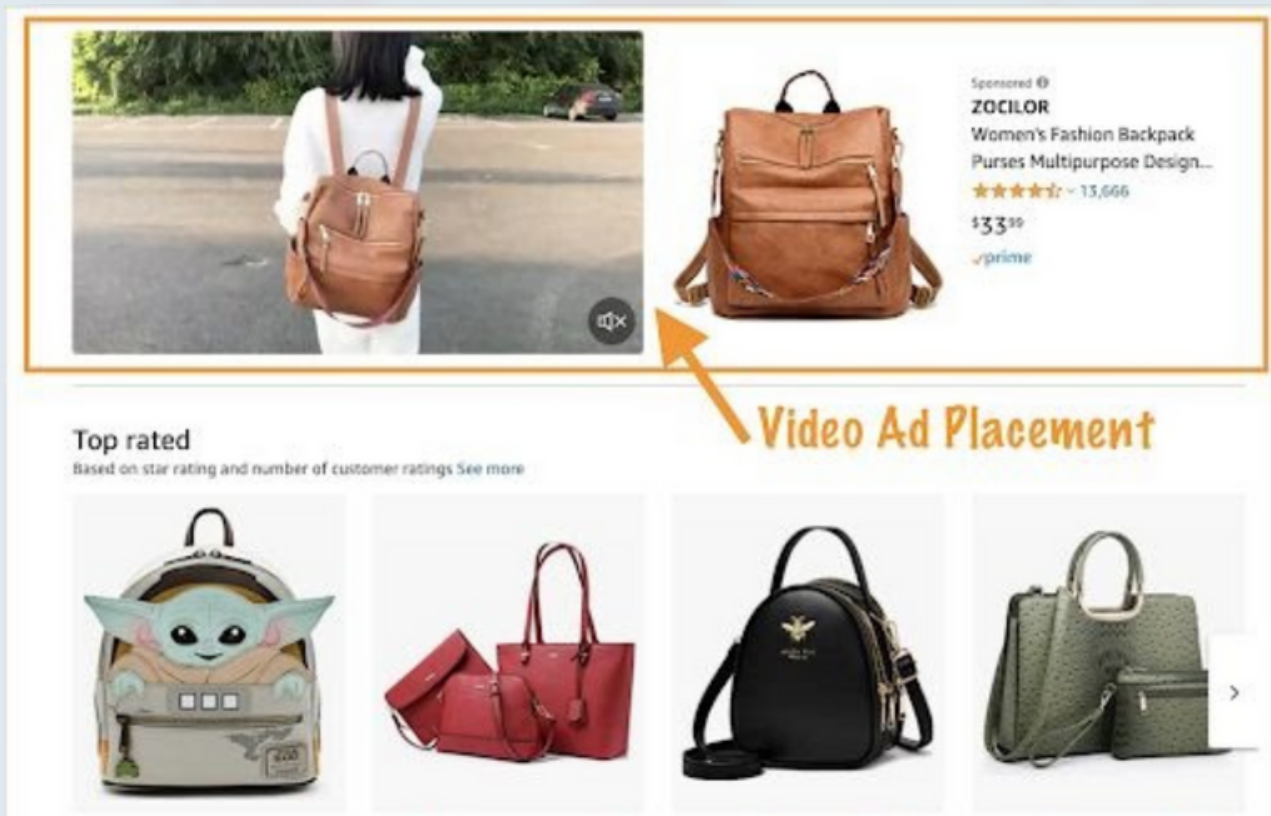
According to Amazon....

"Consider using audio ads to complement your on-screen advertising strategy if you're already using other Amazon Ads products. Companion banners display on Echo Show devices, Fire TV, and on mobile and desktop, where audiences can click after they hear your ad on Amazon Music's ad-supported tier."

15. AMAZON VIDEO ADS

Believe it or not, Amazon is also flexing a whole bunch of **video advertising muscles**—and for good reason.

Beyond being another tool for standing out, showing a product in action truly speaks louder than any product description. Video also lets you take all those frequently asked questions and put them into a visual clip, **proactively quashing those friction points**.



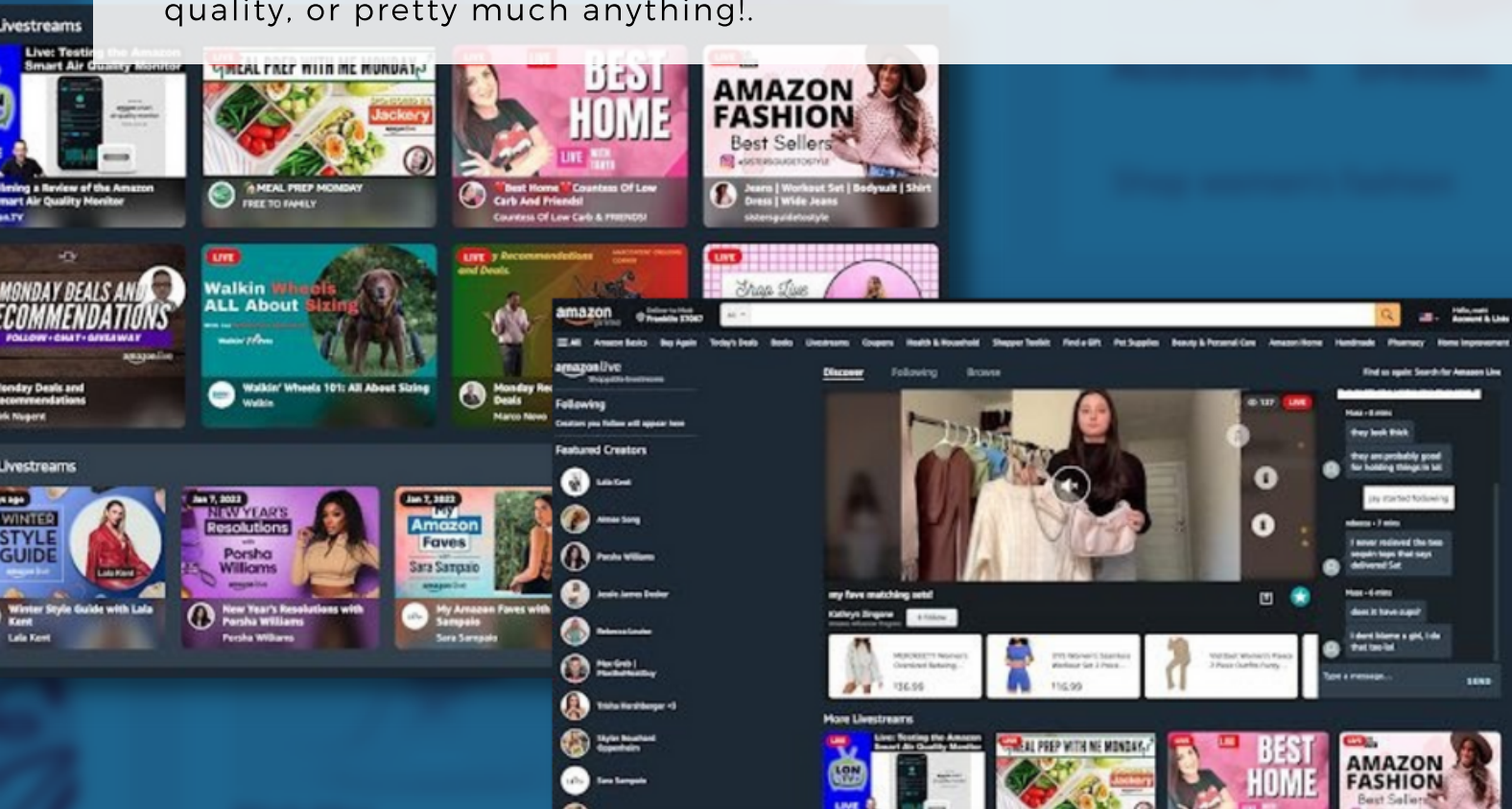
Amazon also knows that **mobile** makes up for a huge number of **searching and purchasing actions** on its platform, so they have accounted for this when it comes to the flexibility of their video options.

16. AMAZON LIVE

There is one phenomenon that you are going to hear a lot more about in 2022, and that is shoppertainment.

A reimagining of the classic QVC days (no offense, we are pretty sure they are still going strong), Amazon Live is an emerging tool allowing brands to provide a real-time, hands-on look at what they are offering.

This ad tool also lets potential customers engage with the presenter via live chat so they can ask questions about the products, features, quality, or pretty much anything!.

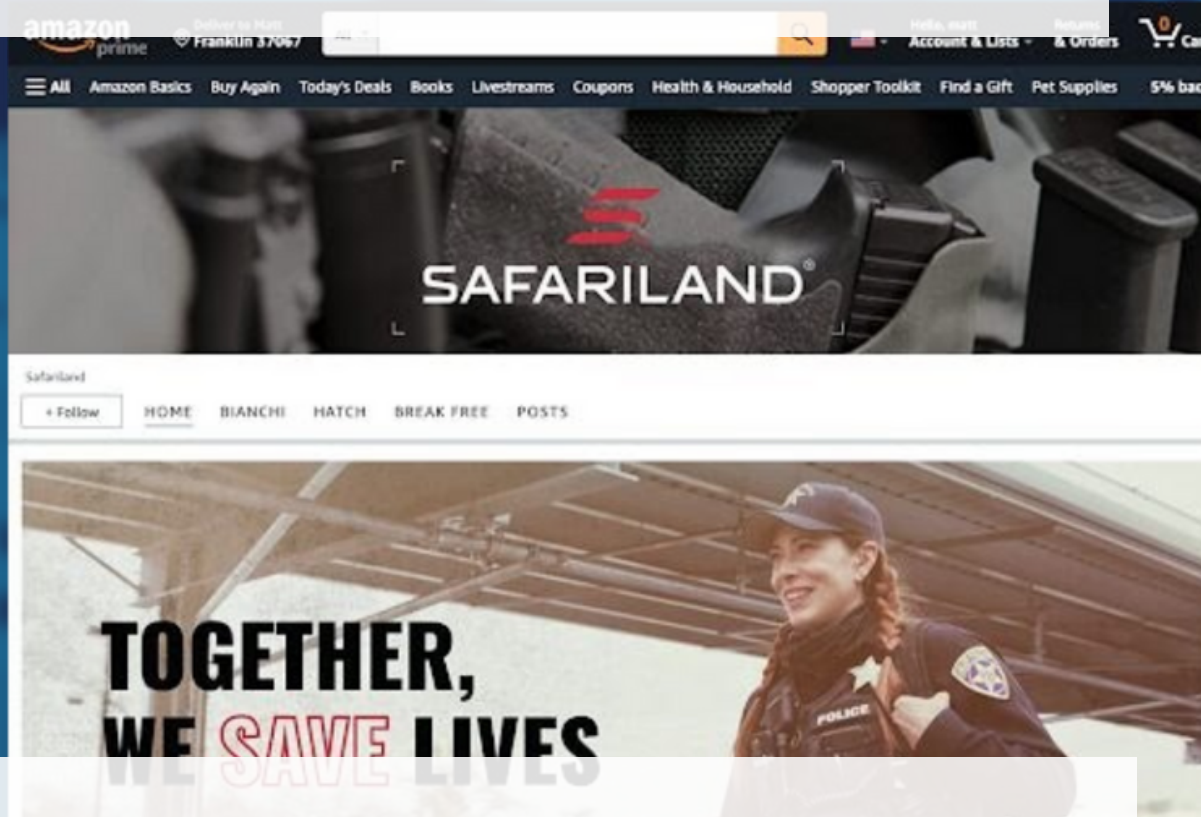


There is also a whole emerging sector of Amazon creators (or Amazon influencers) who can help brands connect with their target audience.

17. AMAZON STORES

Okay sure, this isn't exactly an “ad strategy” per se, but when you are looking to gain credibility for your brand and product lines, a **brand store is a must on Amazon**.

If you have a potential customer interested in what you have to offer, you **don't want them to have to leave the platform** and visit your website to learn more about your brand.



You also have the ability to update, feature, and categorize your products directly from your Amazon store. **All in all, you give your brand a home base right on Amazon for free.**

It gives you another place, another website, to cater to this ecommerce-savvy customer base that prefers not to bounce all over the internet to learn about what you have to offer.

AMAZON SEO STRATEGIES

thoroughly research and implement your most valuable keywords, you can increase the likelihood that your product

will be found and that your **profit potential** will be even greater. Amazon keyword research may seem tedious, but it is a critical component when it comes to ensuring success on the platform.

Keyword research is both a science and an art!

If you've seen an Amazon product listing with a very long, keyword-littered product title, you might wonder who would read and be persuaded to click on the listing.

While this thought is legitimate, most of us are far more likely to use keyword descriptors when we are searching on Amazon.

So, whether you are focused on **organic traffic or looking to beef up your Amazon advertising** efforts, here are a few tools you can use to get the ball rolling!



18. GOOGLE KEYWORD PLANNER

Ever notice that you can search for a product on Google and be “served up” listings from Amazon? Well, this is why you may want to consider using this tried-and-true tool: **Google Keyword Planner**.

With it, you can see search volumes for specific product keywords, track search volume over time, and even compare keyword search trends.

Its keyword suggestions may not be the most effective for Amazon because it’s designed for the Google ecosystem first and foremost. Nonetheless, it’s useful for **guiding your keyword selection** or integration.

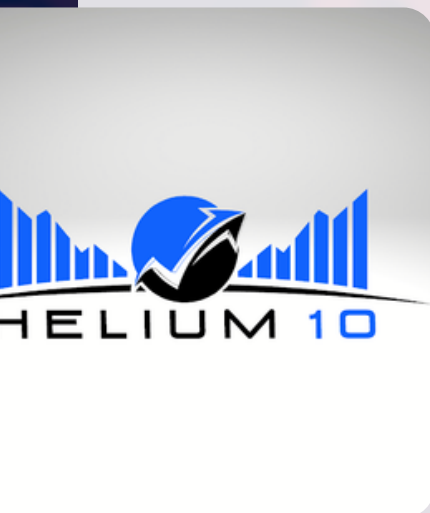


19. HELIUM 10

Helium 10 takes things up a notch. You can track both organic and paid keywords, product ranking statistics for boosted keywords and a whole lot more.

Helium 10 also has a learning curve, but its design and features are fairly straightforward—as long as you know what you are looking for.

We will say that keyword research is just scratching the surface of what you can do with this software, but if you are serious about keeping Amazon in your bag of ecommerce tricks—Helium 10 is a must-have.



20. AMZ.ONE

AMZ.One is a set of tools designed for **Amazon sellers** who are aiming to boost traffic and sales (*which we assume is everyone on Amazon*).

It contains a **keyword rank tracker** that allows you to keep track of your products' daily rankings. You can choose any keyword for which you're currently ranking.

With any paid subscription, you can also do a **reverse Amazon Standard Identifying Number (ASIN) search** to see what search terms your competitors are ranking for.



21. DATAHAWK

Using artificial intelligence semantic analysis, DataHawk can help you uncover keyword opportunities and improve your organic Amazon rankings.

DataHawk allows you to link numerous Amazon Ads accounts.

You can see precise information in your *ads*, such as *impressions, clicks, conversion rate, total sales, and more*, all from an accessible **dashboard**.

This quick and easy access to your critical data can aid in increasing sales and lowering ad costs.



22. KEYWORD TOOL

The program generates appropriate keywords for your Amazon listings using an **autocomplete feature**.

It will provide alternate search terms as you type keywords into its search bar. *This is akin to typing a Google search and seeing a list of search options before you have finished typing.*

You can also receive more features and data with a **premium subscription**.

Keyword Tool Pro, **for example**, will show you the number of searches for Amazon keywords.



23. AHREFS

Ahrefs can provide you with **extensive and precise** keyword data. It can show you the *organic keywords, backlinks, and pay-per-click campaigns* used by your competitors.

That being said, the primary aim is to uncover what *keywords are driving traffic* to Amazon product listings from organic searches.

There are only paid options available, which can be paid monthly or annually. It isn't the most affordable option, but it is **one of the most comprehensive**.

ahrefs

24. SELLICS

This free Amazon keyword tool from Sellics can give you a complete analysis of your product listings and estimate the volume of searches for each keyword.

Track the rankings of your chosen **keywords**, allowing you to assess the impact of your efforts. You may use a **reverse ASIN search** to compare your product listings to those of top-ranking competitors to see how you can increase your conversion rates

This may be a bit much if you are an Amazon novice, but when the time is right, **this is a great option to consider.**



sellics
Success on Amazon

25. SELLERAPP

A one-stop shop for optimizing Amazon listings, paid media campaigns, and product prices, among other things.

With over 135 million keywords in its database, it's easy to find *high-volume, low-competition* search terms to target. To assist you to identify the proper keywords for your products, they provide **filters and "match type"** selection features.

Monthly search volumes, relevance scores, impression rates, and CPC costs are all included with each keyword in its database.



sellerapp

26. MERCHANTWORDS

MerchantWords provides a more in-depth analysis of **consumer trends**.

The program combs through Amazon's marketplaces and presents you with the keyword data you need in a fairly simple, **easy-to-understand format**.

MerchantWords also allows you to pick and choose which of its **11 Amazon markets** you prefer to use. They also have a bulk ASIN Plus search letting you search up to 50 ASINs at one time.

MerchantWords has a number of paid subscription plans that start at \$35 per month.



27. KEYWORD TOOL DOMINATOR

You can use it to figure out **what terms people are searching for** when they're looking for your products. Up-to-date search queries can be found across **Amazon divisions and marketplaces**.

There are three keyword research options to **choose from**: *normal*, *exact*, and *broad match*. You can use the filters to narrow down your search results and specify the **minimum and maximum word counts** for the search queries you want to find.

Remember that more traffic does not always mean better—especially if there is more competition for your preferred search term.



OPTIMIZING YOUR PRODUCT LISTINGS

As you may (or may not) know, getting your products approved and ready to sell to the masses on Amazon is only **half the battle**.

Next, you need to make sure your **product listings are pristine**, so they are adored by not only Amazon but also your eager customer base.

Appeasing both **Amazon algorithms** and the mindset of **consumers** go hand in hand—the better your product listings, the more rapidly Amazon will serve up those listings to shoppers, the more you can sell, the more reviews you can gather, etc.

With the above in mind, get ready, because we are going to walk you through eight key ways to **optimize your product listings** and satisfy the Amazon A9 search algorithms and your consumers.

Let's get started!



PRODUCT LISTINGS

28. MAX OUT YOUR PRODUCT IMAGES

We buy with our eyes first, so you want to make sure your product images are on point, clearly displaying your products' key features and differentiators. It's impossible to achieve this using only one single image.

In fact, Amazon suggests using at least seven images to make the greatest impact.



So, consider **how you can express product features** (i.e., size and dimension-based angles), product quality (i.e., materials and construction), and even your audience (i.e., lifestyle) through your images.

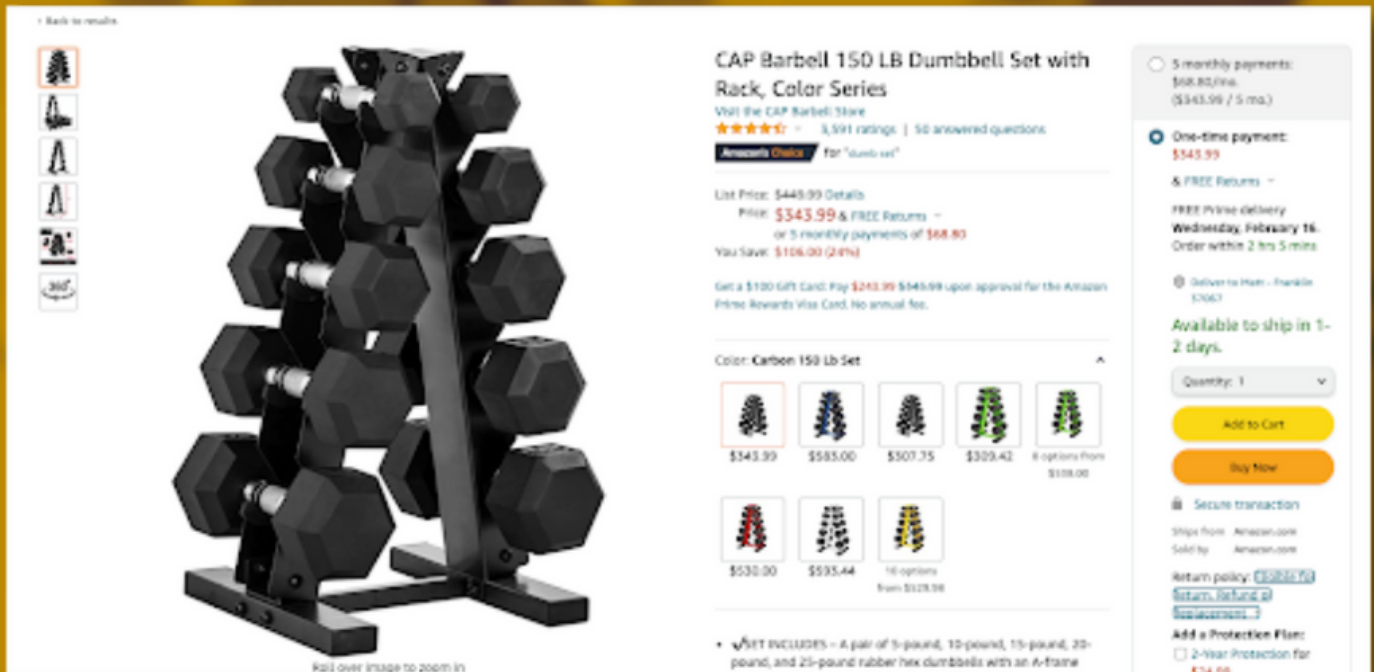
In short, you don't want to post one or two images that you took on your phone and call it a day. **Max out your available images**, and always check out the competition to see how your imagery compares.

PRODUCT LISTINGS

29. KEEP THOSE BACKGROUNDS CLEAN

taken in front of a **clean white background**? Well, now you can never unsee this.

Beyond matching Amazon's overall aesthetic, keeping your product front and center against a white background is **Amazon's preferred type of product image**.



But you don't need to follow this rule with every photo.

In fact, it is common practice for clothing companies to include a sizing chart in their image library or for other brands to incorporate a product image that indicates dimensions.

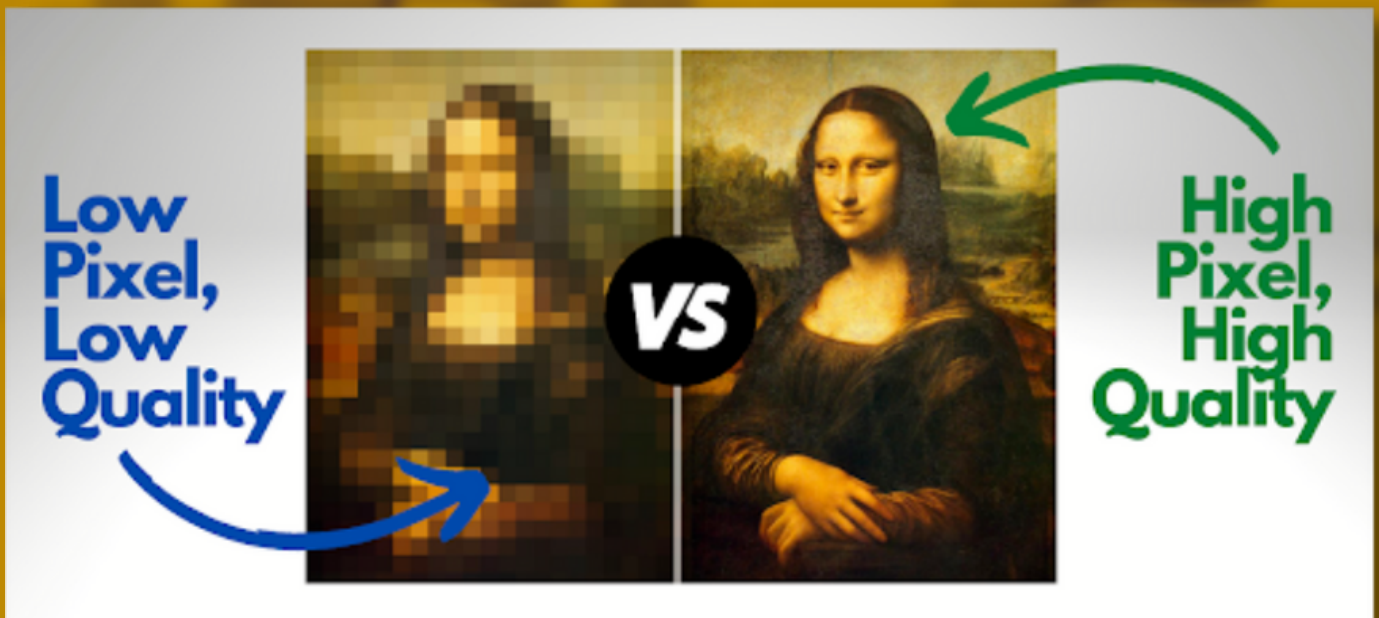
But just uploading a bunch of images (that may look great) with busy backgrounds **will not appease the Amazon algorithms** the way a basic white background will. So as hard as it may be—**keep it basic**.

PRODUCT LISTINGS

30. REMEMBER, IMAGE QUALITY MATTERS

Seeing as imagery is one of the main selling points on Amazon (and everywhere else online), you want to be sure the **quality of your images is top-notch**.

The size and pixel density of your images is of the utmost importance. *The fewer pixels an image has, the worse it will look (i.e., fuzzy or blocky).* **You can see an overly simplified example below.**



Amazon wants product images to look as perfect as possible on any device, so they suggest images have a very high pixel resolution. Specifically, at least **1,000 pixels** vertically and horizontally—without exceeding **10,000 pixels** in either direction.

So, when getting your product shots together, make sure that you or your photographer is **paying close attention to image quality**.

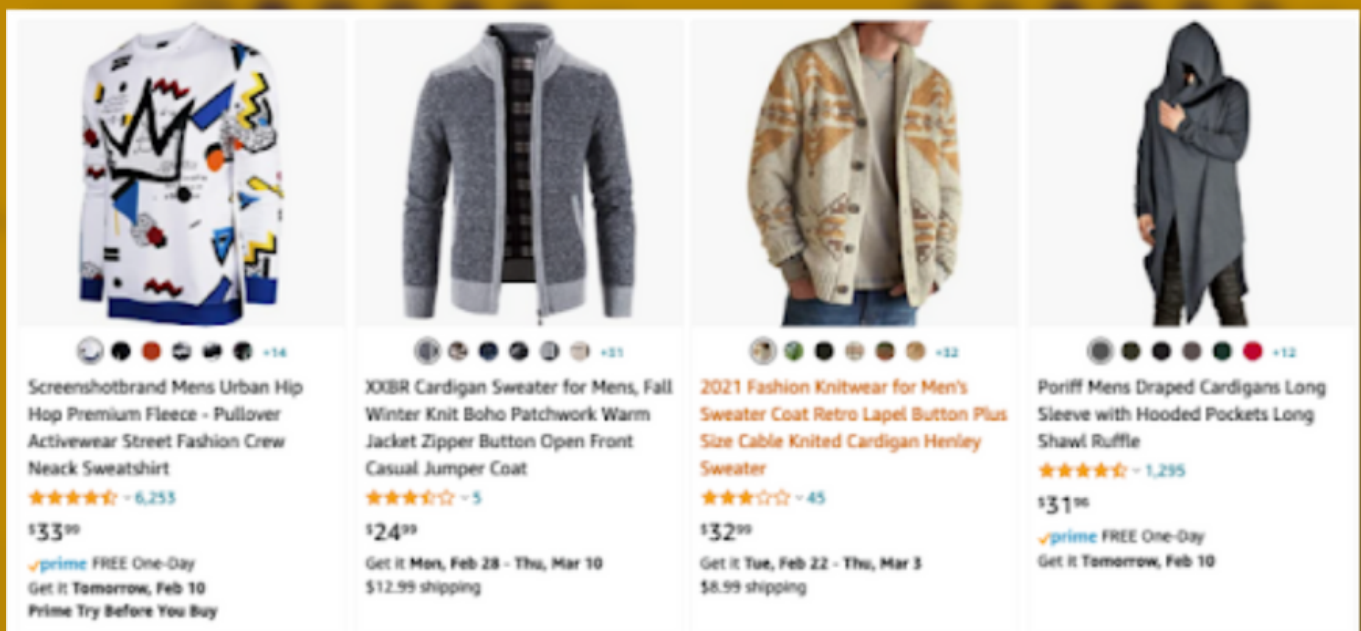
PRODUCT LISTINGS

31. OPTIMIZING YOUR PRODUCT LISTING TITLES

Effectively adding titles to your product listings seems relatively simple—but there is a method to the madness.

As consumers, we have become accustomed to **adding in descriptive words when we are searching**—and Amazon knows it. We may add words describing the *color, fabric, or style* we are looking for in order to quickly find what we want.

In a simple search of “men’s button up luxury sweater” you can see the variety of keywords populating in the search results:



While these examples might seem like overkill, Amazon gives you up to 200 characters to maximize your product titles with the best keywords.

That being said, **don't try** to stuff every possible keyword into your title because (soon enough) Amazon will catch on and may suppress your product listing.

PRODUCT LISTINGS

32. LOCK AND LOAD YOUR BULLETS

Within every product listing is your opportunity to highlight the best features about your product that differentiate **yours from the rest**.

The quickest way to grab the attention of those scanning eyes is with product “**bullets**.” You see these on most listings just under the main description, sharing details like “*made of stainless steel*,” “*will not rust*,” or “*lifetime guarantee*.”

Color: Black

Style: Blender

Color: Black

Material: Stainless Steel

Brand: Vitamix

Voltage: 120 Volts

Item Dimensions: 8.75 x 7.25 x 20.5 inches

Item Weight: 10.5 pounds

About this item

- **Variable Speed Control:** Easily adjust speed to achieve a variety of textures. The dial can be rotated at any point during the blend, so you're in complete control.
- **Large Batches:** The size and shape of the self-cleaning 64-ounce container is ideal for blending medium to large batches. Design Feature: Radial cooling fan and thermal protection system.
- **Hot Soup:** The blades in the Vitamix container reach speeds fast enough to create friction heat, bringing cold ingredients to steaming hot in about six minutes.
- **Hardened Stainless-Steel Blades:** Our aircraft-grade stainless steel blades are designed to handle the toughest ingredients, so from the first blend to the last, you get the same quality results.
- **Self-Cleaning:** With a drop of dish soap and warm water, your Vitamix machine can clean itself in 30 to 60 seconds.
- **What's in the Box:** motor base, 64 oz. container, getting started guide, DVD, recipe temper Card & R.
- **Electrical Ratings:** 120 V, 50/60 Hz, 11.5 Amps and 1400-2000 RPM.
- **7-year full warranty**

Buy Now

Secure transaction

Ships from: Amazon

Sold by: West

Package: Shown what's inside...

Details

Return policy: Eligible for Return, Refund or Replacement

Support: Free Amazon tech support included

Add a Protection Plan:

- ☐ 4 Year Kitchen Protection Plan for \$44.99
- ☐ 5 Year Kitchen Protection Plan for \$55.99
- ☐ Add a gift receipt for easy returns

Save with Used - Like New

\$375.00

FREE delivery: Feb 14 - 16

Ships from: WBAPO_SAL_RECORDED

Sold by: WBAPO_SAL_RECORDED

Amazon states that “up to 5 bullet points can be included for each product,” but as you can see from the image above, **there is a possibility that this is not a hard and fast limit**.

However, in our opinion, it is best to **keep bullets short and to the point**. Try not to make these paragraph-long descriptions.

However you decide to experiment with your featured bullets, the worst thing you can do is neglect them completely.

PRODUCT LISTINGS

33. ENHANCING DESCRIPTIONS AND BRAND CONTENT

Now we are moving **beyond the basics** and diving into product descriptions.

Sure, you can have a basic overview and even more descriptors in your bullets, **but if your brand is registered on Amazon**, you have a whole new world waiting for you.

Alongside your standard product descriptions, **you can really knock your product description out of the park** with enhanced brand content below your main product listing.

Here, you can not only provide **even more descriptors and details about your product**, but you can go all out with your images and brand content.

Additional graphics, images, video, etc. all have a place here.

So, in case you need another reason to make sure your brand is registered on Amazon, **here you go!**

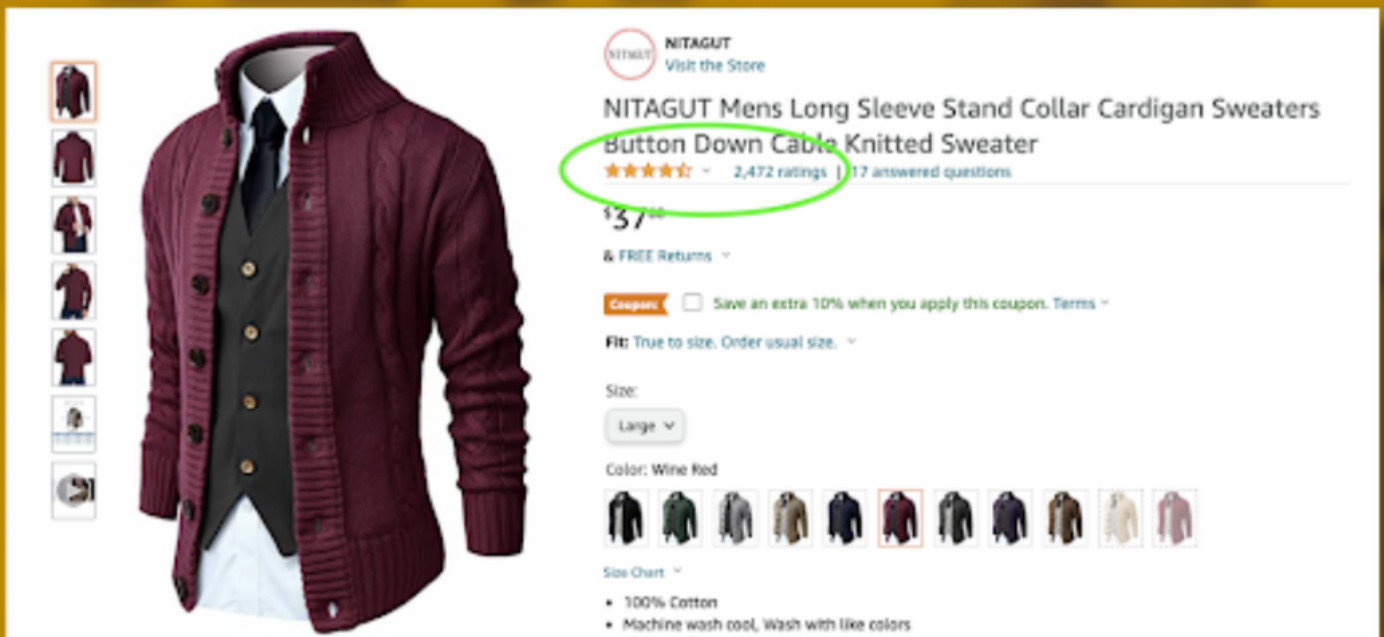


PRODUCT LISTINGS

34. BUILDING UP PRODUCT RATINGS

Positive product ratings are a **major factor in gaining exposure** on Amazon—both organically and with your paid campaigns.

The rules are pretty straightforward: The more **four- or five-star ratings you have**, the better your **placement in Amazon** search—assuming of course that all the other elements of your product listing are on point.



So, it **pays to ensure that you have a strategy** for enticing customers to leave a **positive rating** after receiving your product.

If you have ever received an email (or Amazon notification) literally seconds after a delivery asking you to “rate your experience,” this is a common strategy sellers use to **enhance their product star ratings**.

Ratings can make or break your overall success on Amazon. It will take time, but building your rating score quality and quantity will pay dividends.

PRODUCT LISTINGS

35. MAKE REVIEWS A PRIORITY

Finally we come to what is arguably (or, in most cases, not arguably) the **most valuable ranking, exposure, and conversion factor** on Amazon—**reviews**.

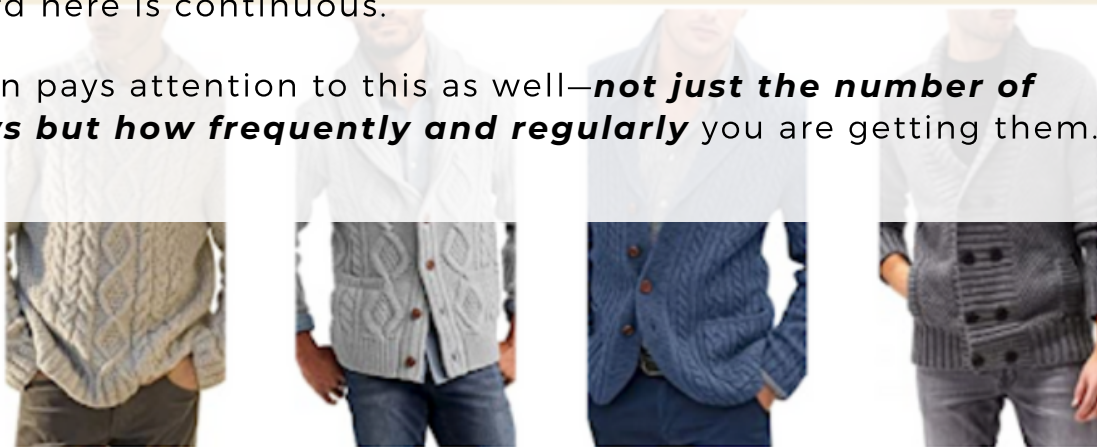
Customers depend on reviews to help them make their purchase decisions (a fact that Amazon is acutely aware of).

Reviews are different from product ratings, which require a little less effort from the customer - how much effort does it really take to just click a star rating?

Reviews take actual effort - and Amazon holds these reviews in high regard.

With positive reviews, you are on your way to greatness—so, the more continuous positive reviews you can garner, the better. And the keyword here is continuous.

Amazon pays attention to this as well—**not just the number of reviews but how frequently and regularly** you are getting them.



RR

★★★★☆ All true.

Reviewed in the United States on September 13, 2020

Color: Black | Size: XX-Large | [Verified Purchase](#) | [Early Reviewer Rewards](#) (What's this?)

I really like the black sweater, good quality for the money. I hope it lasts. Buttons are beautiful match well with the sweater. Looks casual yet elegant* I feels automatically warm, but not overpowering. I have trouble getting a true to size apparel, but this sweater was right fit. I was worried the around the neck cuff would be too big-exaggerated, but no, it is perfectly neat and not gigantic. Good knit look to it and it doesn't droop at the sleeves or anywhere. I like it so far. (Hope this helps future buyers.)

41 people found this helpful

Helpful

Report abuse

AMAZON MARKETING FOR 2022

We covered a lot across these 35 tips and tricks when it comes to making the most of your Amazon journey, but we still just scratched the surface.

There is a whole world of tactics and strategies on Amazon that you can use far beyond your product listings, including A+ pages, brand pages, follower outreach, live shopping, and a ton more.

But don't worry about doing everything all at once. Start with these basics and move forward one step at a time.

So, whether you are considering jumping on to Amazon this year or have already dabbled on the ecommerce giant and are looking to ramp things up, ***we are here to help!***

*If you are looking to take things to the next level, National Positions can provide a **complete analysis of where you are and where the best opportunities** might be for you to make a serious impact in 2022.*

- Bernard May | President & CEO | National Positions



amazonadvertising
Sponsored Ads Accreditation

AMAZON(a) MARKETING FOR 2022

**35 WAYS TO TAKE YOUR
AMAZON ECOMMERCE TO
THE NEXT LEVEL!**



Contact National Positions

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Web: www.NationalPositions.com

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Westlake Village, CA 91361

REFERENCES

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